



	Sales	Retail
1221	1222	20, 21, 24, 25, 26
1222	1223	27, 30
1223	1224	20, 21, 22, 24, 25, 26
1224	1225	27, 27, 27
1225		FCM
1226		SC
1229		MC
1240		PA
1244	RSM	RBM

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July 21, 1998

To: All Retail Divisions With Responsibility For Shop Rite Stores
(SIS access Primary Supplier # 425769)

Subject: Warehouse Couponing Program

Due to the State Minimum Pricing Issue in New Jersey, we have developed the following action plan:

- Part Time Resources will be used to place on carton coupons in the Wakefern Warehouse beginning the first week of August and continuing through September 30.
- Coupon denominations will be \$2.50 on all styles of Winston and Doral, and \$3.00 on all styles of Salem.
- Stores will automatically receive pre couponed product with their regular order during the Program Period 8/1-9/30.
- Retail Reps in states other than New Jersey should adjust in store couponing accordingly.
- Retail Reps in New Jersey should place POS or have store make signage notifying Shop Rite Customers of this Program.
- Wakefern will notify all stores regarding this Program.

Please call me if you have any questions.

Nick Kuruc

51853 5001

To: Heller, Edmund G., Waechter, Liane, 1710 - Pittsburgh ROU, McGovern, M D.,
Evanchik, A E., Fricke, R H., Petrone, Mike J., Wolfe, Lanny, McHugh, Michael,
James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R,
Mitchell, Greg, Sirianni, Suzanne M., 1110 - Boston ROU(PROVENL), Reidy, Gerald J.,
Keeney, David, Smith, Richard A., Gambardella, Mark R., Brown, Greg, Ciesluk, M,
Bomgardner, Denny L., 1200 - New York Region (SCULLYA),
1210 - New York ROU (ALVICHA), Kinney, W H., Devine, John C., Gay, R E., Fall, Eric D.,
1300 - Philadelphia Region (HAYESJ4), 1310 - Philadelphia ROU (METZG),
Loftin, Jerry R., Nunn, Stephen J., 1600 - Buffalo Region (BURRELL),
1610 - Buffalo ROU (BRZEZIE), Dabaghian, Charles N., Fusco, Peter J.,
Alese, Louann F., Cleerdin, Sean, Cobucci, M J., Taylor, William M., Riess, Christian B.,
Mcallister, George E., McGavin, Nate J., Casey, Robert A., Roth, Kari L.,
Laberge, David M., Chomko, Daniel, Weber, R L., Bangle, Rich F., Podnieks, David L.,
Henry, Luise A., Hart, Joseph G., Green, Herbert K., Wagner, Steve F., Crosby, Judy L.
From: Kuruc, Nick
Posted: 7/21/98 15:26
Opened: 7/22/98 8:27
Subject: Wakefern Warehouse Couponing Program

Attached is information regarding a Program to address the Minimum Pricing Issue in New Jersey.

51853 5002